Regional Housing Study

JEREMY CRUTE
CHRIS MCNAMARA
MEL JONES
JONATHAN KNOPF



Regional Housing Study:
Overview

- Localities expressed a strong need for a comprehensive regional housing study to address housing challenges.
- The Study was funded by Virginia Housing's Community Impact Grant program and involved consultants from the Virginia Center for Housing Research (VCHR) at Virginia Tech and Housing*Forward* Virginia.
- The housing study provides insights into housing accessibility, affordability, and diversity, and aims to support our localities make informed decisions and offer sustainable housing solutions.



Virginia Housing

VCHR

HousingForward VIRGINIA

CSPDC
Central Shenandoah Planning District Commission

Regional Housing Study: **Process**

Phase I: Housing Data Analysis

- Quantitative and Qualitative Data collection

Phase II: Housing Solution Development

- Locality feedback

Listening sessions and other engagement

Data, policy, and document review

Preliminary solutions

Feedback and input

Revised solutions
Full study draft

Feedback and input

Final study



CSPDC Virginia Housing VCHR HousingForward VIRGINIA

Regional Housing Study: **Reports**

Consumer Report

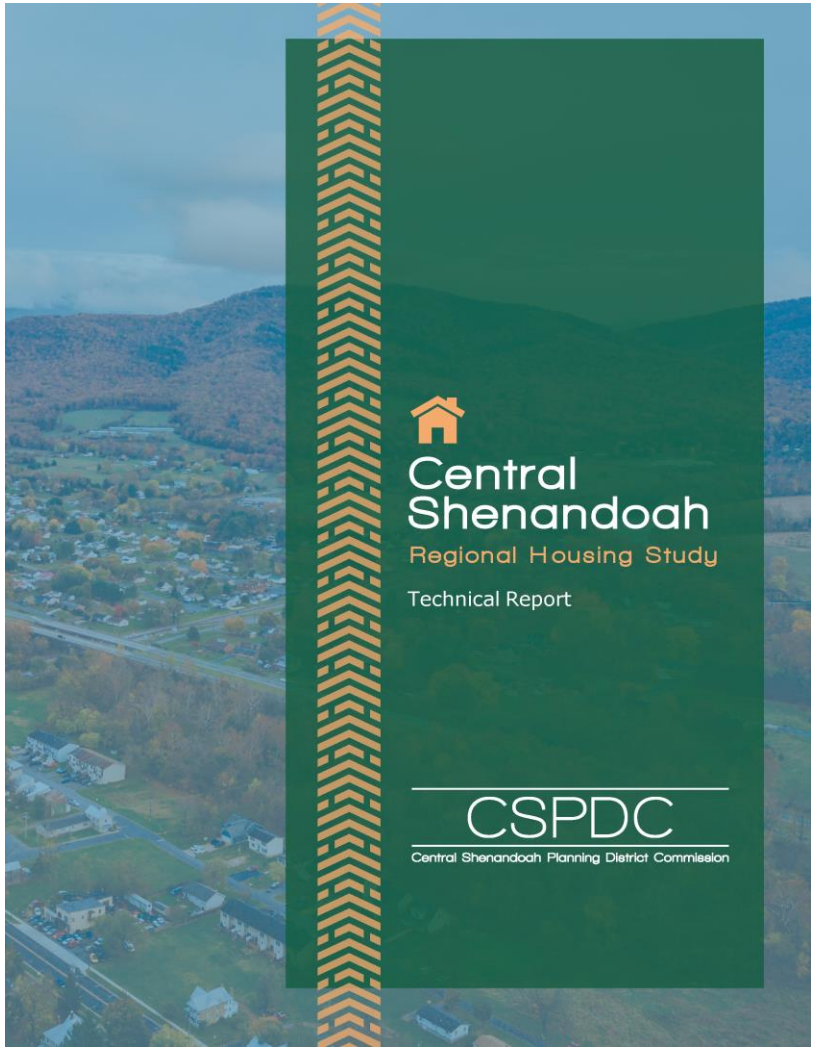
- Summarizes key findings and recommended strategies

Technical Report

- Provides more detailed data analysis and action steps

Both reports are available at:

https://connect.cspdc.org/cspdc-housing-study



Helping Virginians Attain Quality, Affordable Housing

Home empowers and helps grow communities so everyone can thrive.
Together, we're working to eliminate the affordable housing crisis.
Affordable homes lead to successes that reach far beyond their property lines. By investing in the places where Virginians live, we're transforming our neighborhoods for the good of all.

Capacity Building Grants

Development and strengthening of the operations, processes, and resources organizations and local governments need.

- Strategic Planning and Succession Planning
- Technology
- Board Development, Finance, IT, Marketing, and more..

Training

- Fundamentals of Affordable Housing
- LISC Virginia and Hampton Roads
  - Emerging developers; focus on BIPOC
- Corporation for Supportive Housing
- NeighborWorks

Training Grant to host training or send staff to training



Community Impact Grant (CIG) Program

Community impact grants assist in the facilitation of projects that promote community and economic development and affordable housing



Planning



Development



Innovation

Planning: Market and Project Analysis

- A wide variety of study types ($20,000 each) are possible to assess properties and conceptually plan projects
- You can apply for multiple studies under the same application

Area Planning	Project Planning	Market Assessment	Policy Study
Code Analysis	Feasibility Studies	A/E	Impact Analysis

Prices Fork Village

4237 PRICES FORK ROAD | BLACKSBURG, VA 24060



The Mutual Pharmacy Comeback

314 WOOD AVENUE, NORTH | BIG STONE GAP, VA 24219



Rental Housing

As multifamily experts, we offer flexible loans, pre-development loans, Low-Income Housing Tax Credits and more to finance new construction, adaptive reuse, rehabilitation and acquisition properties.

Homeownership

- We're here to help Virginians discover their path to homeownership. Our tools and resources can help you learn what's possible and how to begin once you're ready.

- Provides and services mortgages, primarily for first-time homebuyers
- Promotes the use of our programs through joint sales/training activities with lender, realtor, and housing industry partners

Tools

- Homebuyer Education
- Down Payment Assistance Grant
- Closing Cost Assistance Grant
- Plus Second Mortgage
- SPARC

Workforce Housing Investment Program

- FY25 Virginia Housing allocated $15M for middle-income housing
  - Plan to repeat program for 5 years
- Supports NEW housing units for households in the 80%-120% AMI range
  - Up to 150% AMI in rural areas
- Grants or loan subsidies
- $3M available per qualifying job announcement
  - $5M for transformational projects (over 500 jobs)
- Maintain affordability for 15 years
  - Unless longer based on other funding source

Eligibility

- Applicants:
  - Local governments, nonprofits, IDAs, EDAs, PDCs and other subdivisions of the Commonwealth of Virginia
  - Can apply in partnership with private developers
- Location of new project must be within 30-minute drive of new job announcement made between July 1, 2023 – December 31, 2024
  - Non-Distressed: 100 new jobs
  - Single-Distressed: 50 new jobs
  - Double-Distressed: 25 new jobs

Case Study: Southern VA/Danville

- West Piedmont and Southside PDC Regional Market Studies
- Housing Summits
  - Southern VA- 3rd Annual 2024
  - Southside- February 2025
- Planning Studies/Policy Work
- Developer Incentives
- Property Database with DHCD



SOUTHERN VIRGINIA REGIONAL HOUSING SUMMIT

DANVILLE • HALIFAX • MARTINSVILLE • HENRY • PATRICK • PITTSYLVANIA

Case Study:
Mount Rogers PDC

- Regional Market Study
- Housing Summit tying job growth to housing needs
- Town of Marion-BAUD
- Wytheville Housing Incentives
- Bristol Chamber of Commerce Housing
- Joint IDA Wythe County





Deteriorated Homes on Church Street in Marion.



Replacement homes that are going on the sites in Marion.



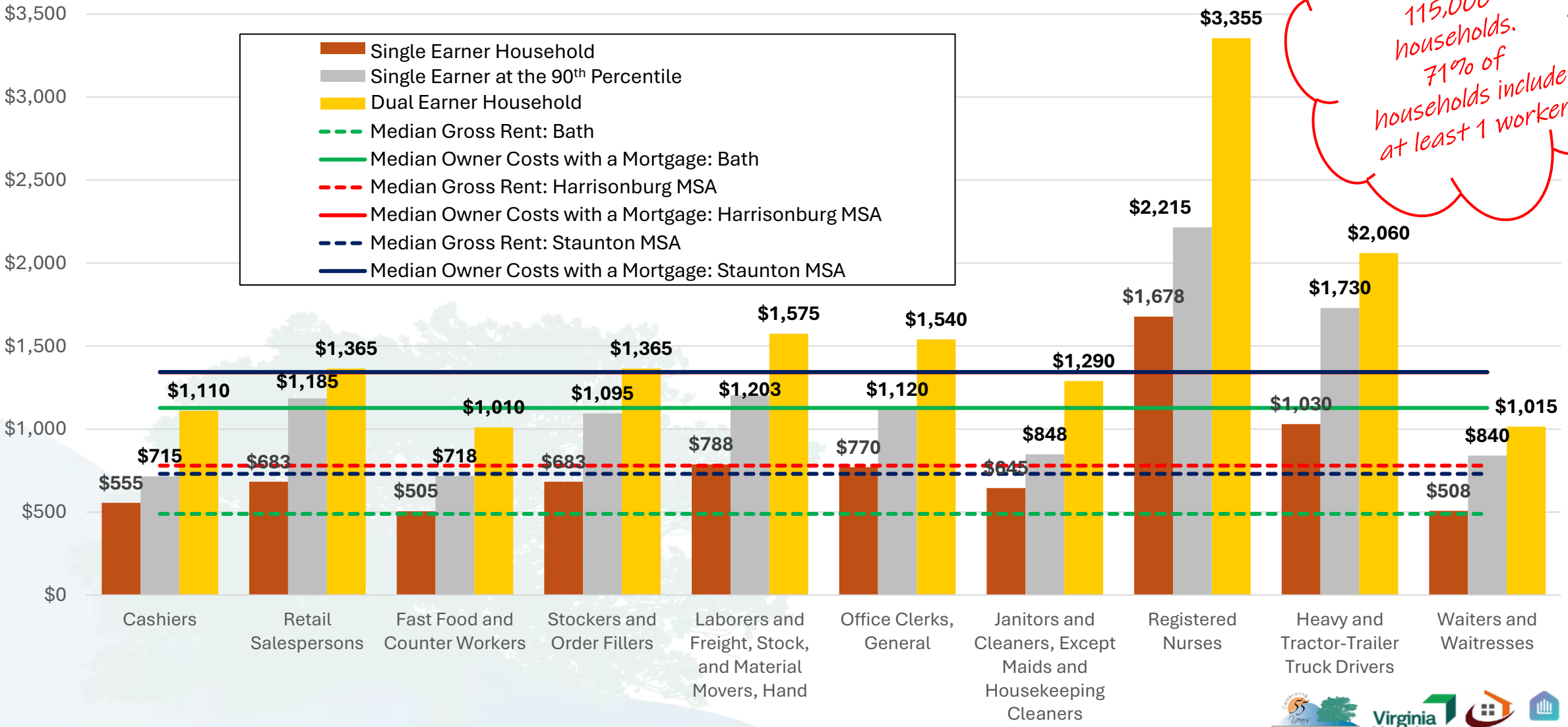
Understanding the Data

Mel Jones, Virginia Center for Housing Research (VCHR)

People: Workers

Housing Affordability for Top Ten Occupations by Employment in CSPDC

Source: *VCHR Tabulation of 2021 JobsEQ Employment, 2020 JobsEQ Wages, 2019 ACS 5-year Estimates adjusted to 2020*

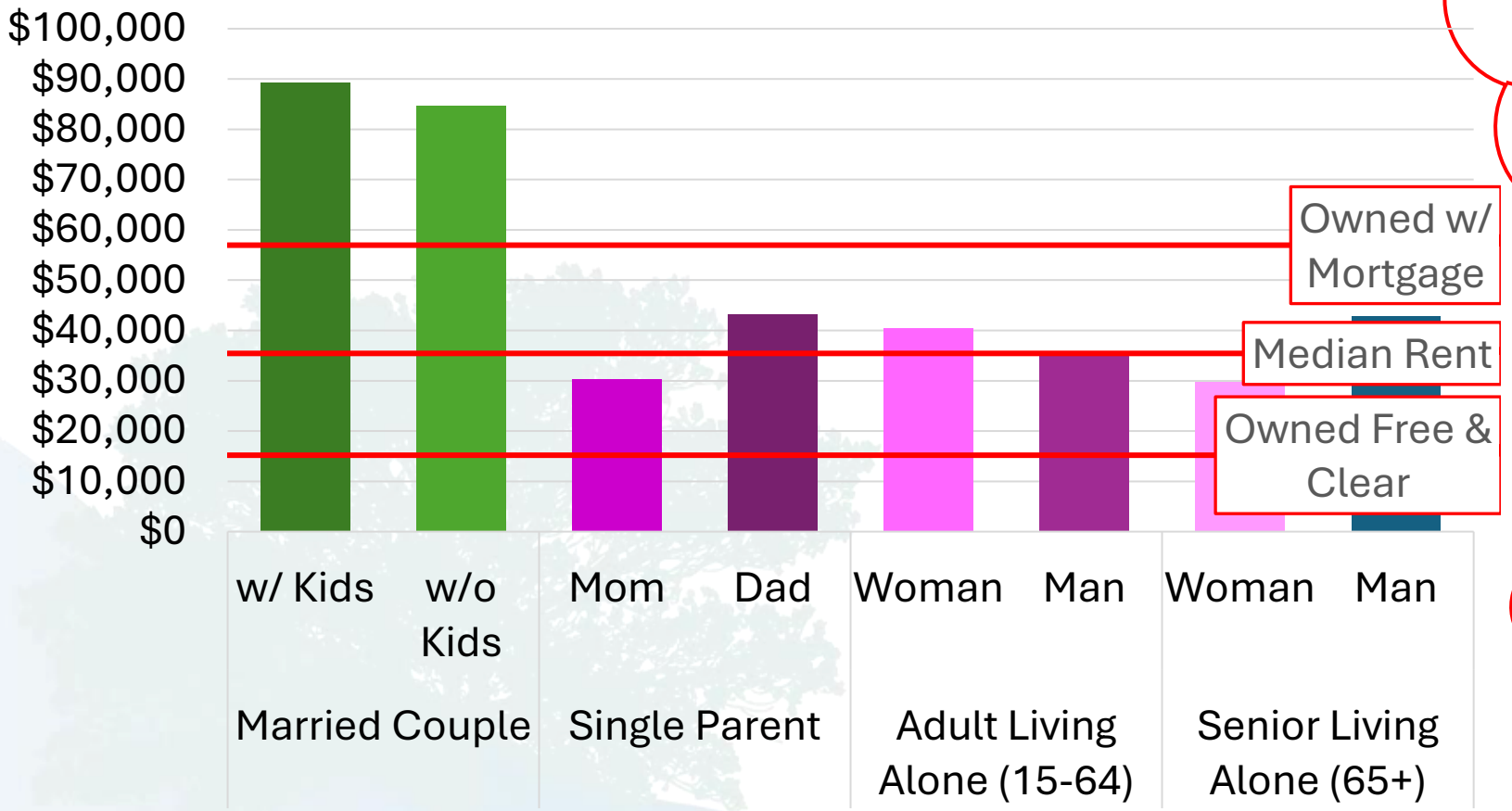


The region has 3+ markets, more than 115,000 households. 71% of households include at least 1 worker.

People: Vulnerable Populations

Harrisonburg MSA Median Income by Household Type Compared to Median Housing Costs

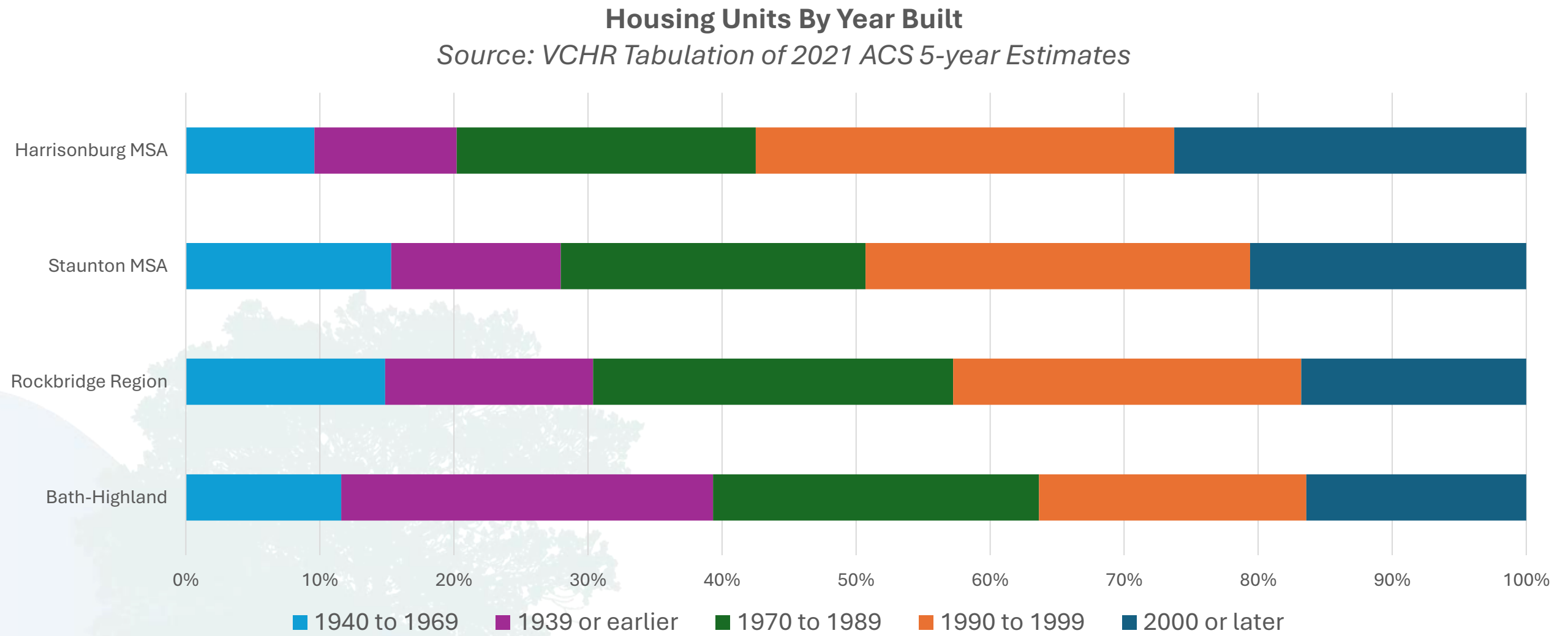
Source: *VCHR Tabulation of 2021 ACS 5-year Estimates*



Single-earner households will struggle to afford housing in any market—a single adult supporting a child in the Harrisonburg MSA will need $36.59/hour to make ends meet.

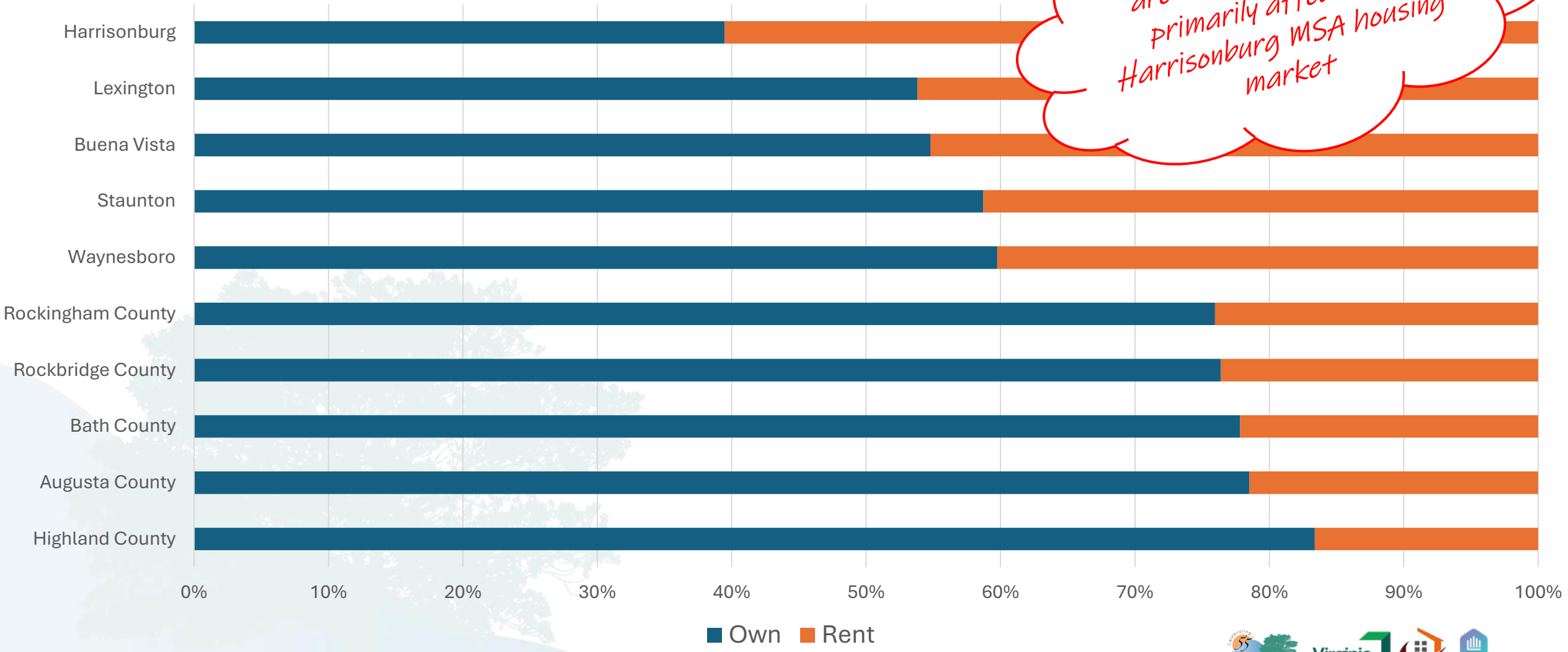
Seniors living alone are cost-burdened at more than twice the rate of married couples.

Housing: Age and Condition



Housing: Tenure (Own/Rent)

Source: *CSPDC Tabulation of 2021 ACS 5-year Estimates*

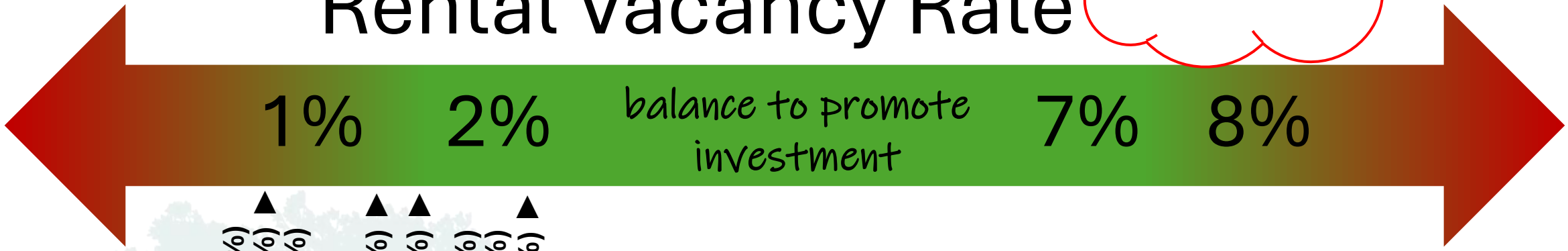


Undergraduate students are usually renter and primarily affect the Harrisonburg MSA housing market

Market Conditions: **Rental**

STRs make up 2% or less of the housing stock across the region

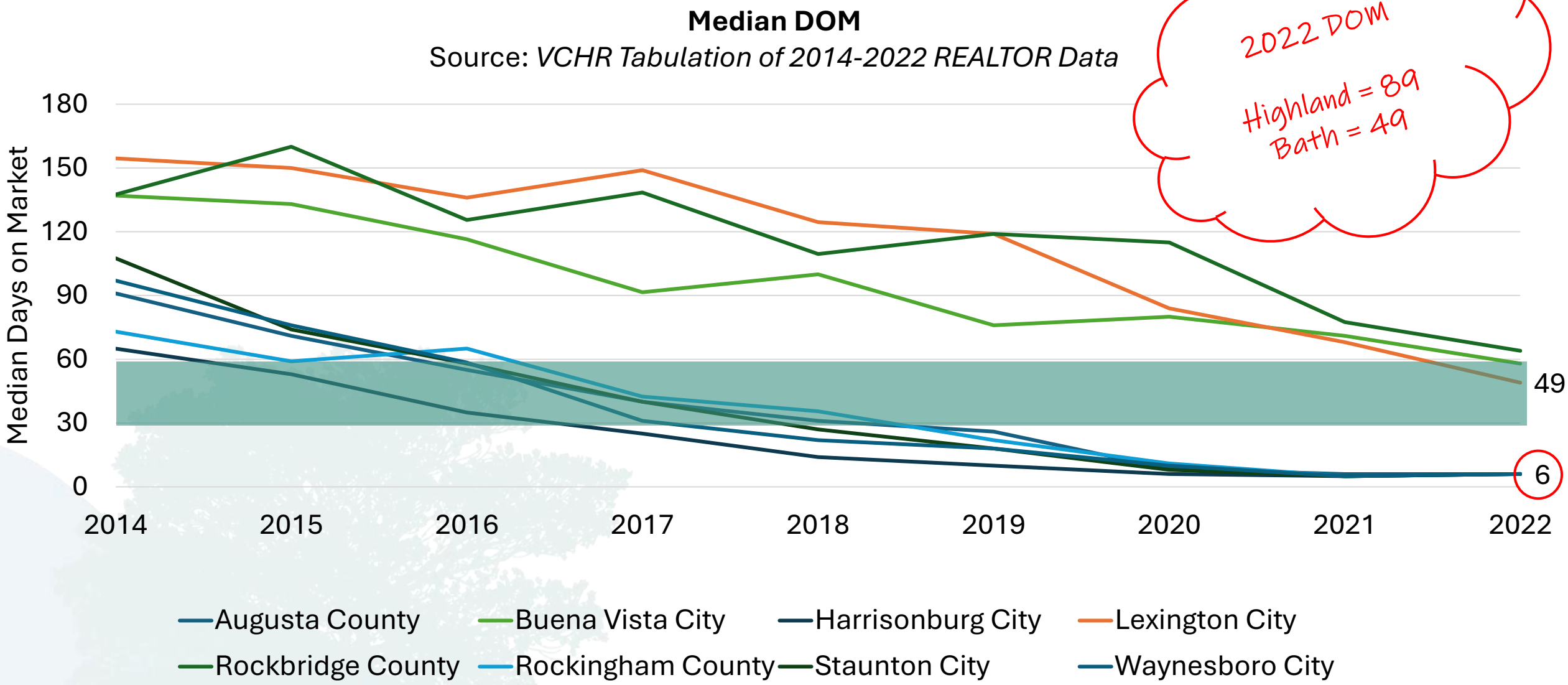
Rental Vacancy Rate



- Buena Vista (0-1.5%)
- Staunton (1.1%)
- Rockingham (1-3.9%)
- Waynesboro (1.8%)
- Stuarts Draft (1.9%)
- Bath (0-2.5%)
- Harrisonburg (2.4-5.8%)
- Fishersville (2.5%)

Note: Highland, Rockbridge and Lexington have limited rental vacancy data

Market Conditions: **Homeownership**



Themes

A balanced housing market is essential for a growing community

- Additional rental units are needed throughout the region
- More homeownership opportunities are needed in the Harrisonburg and Staunton MSAs

Markets that are too tight…

- exclude lower wage workers and first-time homebuyers, limiting growth
- make seniors and single-earner families vulnerable
- can disincentivize investment

Solutions

Jonathan Knopf, Housing*Forward* Virginia

Regional Housing Study:
Regional and Local Solutions

REGIONAL *5 total*

Address common issues and require high-level coordination across all localities.

- **Strategic priorities**
- **Easy wins**
- **Background work**

LOCAL *42 total*

Tailored to particular jurisdictions to address their community's specific needs.

- **Priority solutions**
- **Secondary solutions**

Regional Housing Study:
Regional and Local Solutions

Each solution describes…

❗ **ISSUE** — Problem to be addressed

❓ **HOW IT WORKS** — Detailed outline and explanation

🛠️ **HOW TO DO IT** — 6 month, 1 year, and 2 year action steps

👏 **WHO DOES WHAT** — Roles and responsibilities

💰 **HOW TO FUND IT** — Potential public and private funding sources

✅ **HOW TO MEASURE SUCCESS** — Metrics to track progress

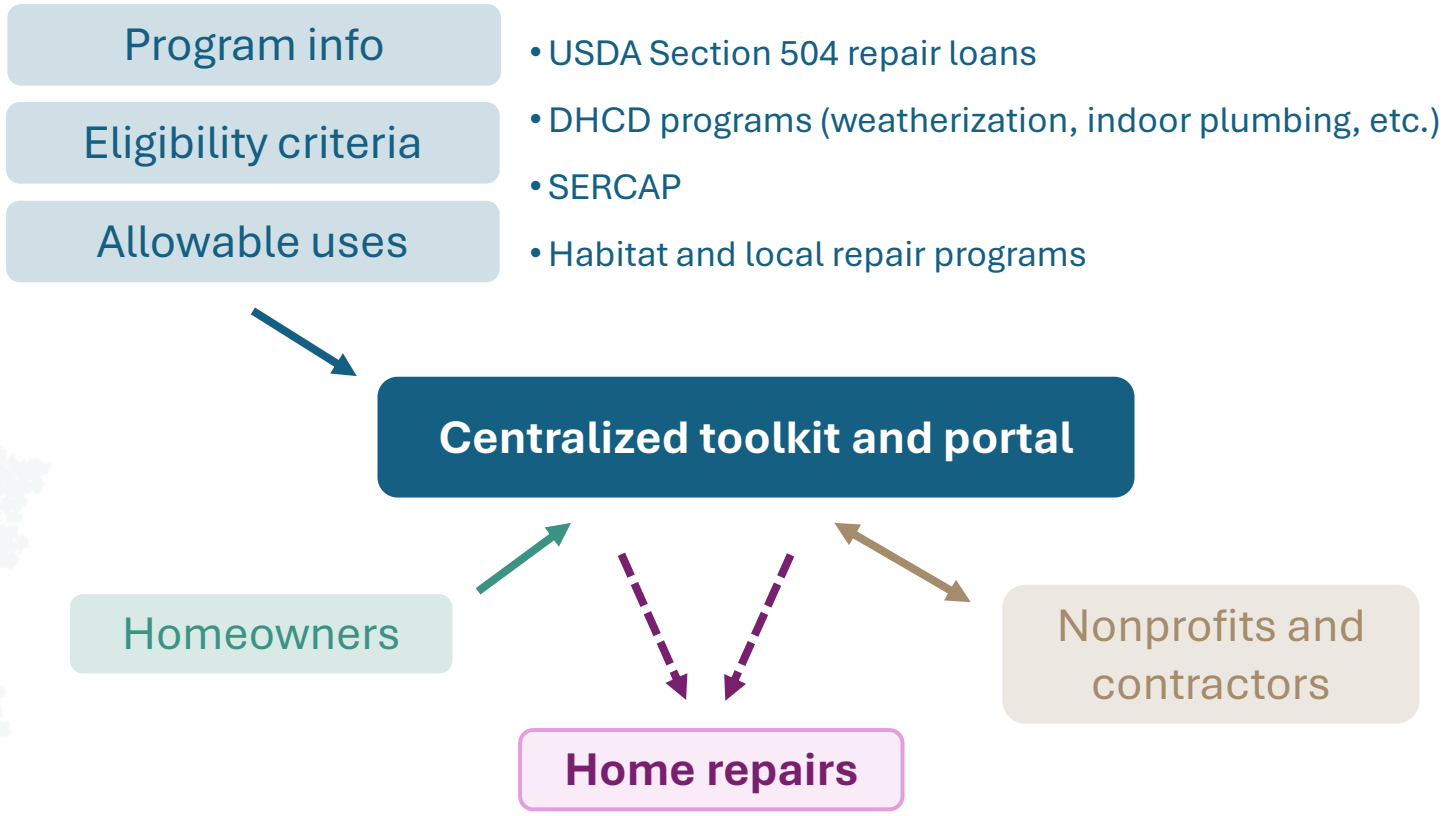
Regional Housing Study:
Regional Solutions

STRATEGIC PRIORITES

Higher impact, higher complexity

- Establish hub for home improvement grants and resources
- Support permanent housing options to end homelessness

Regional home improvement hub concept



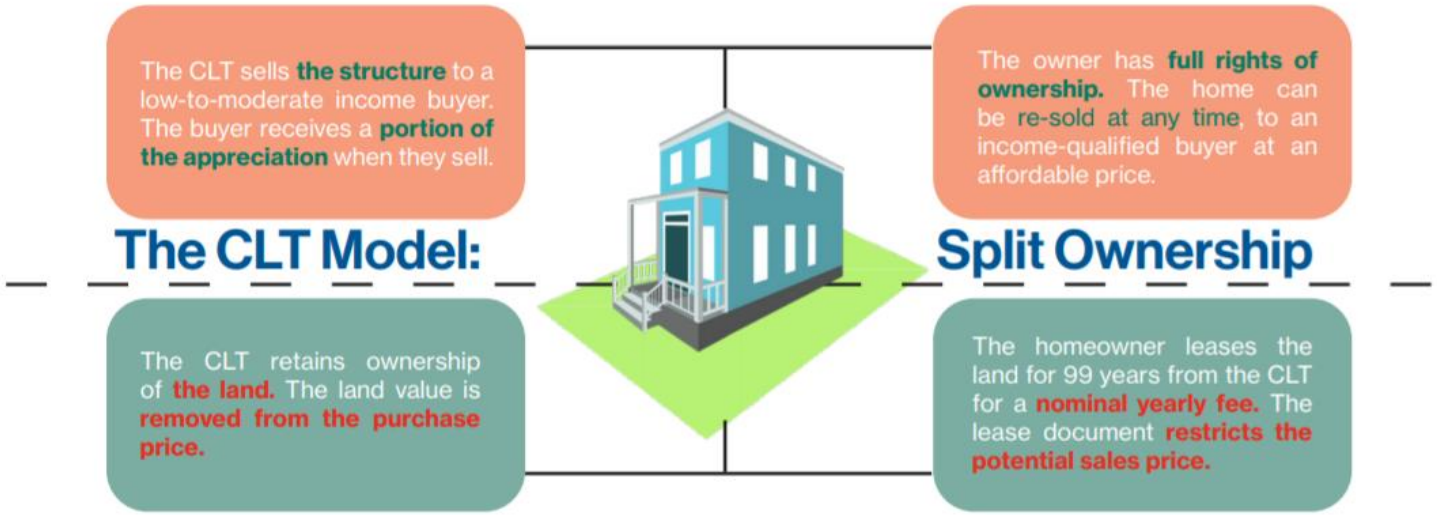
Regional Housing Study:
Regional Solutions

EASY WIN

Higher impact, lower complexity

▶ Introduce *community land trust* homeownership model

How the CLT model works



VSCLT can serve communities across the state

Virginia Statewide Community Land Trust

Regional Housing Study:
Regional Solutions

BACKGROUND WORK

Lower impact, lower complexity

- Expand housing counseling services
- Pursue regional land bank entity



How a land bank works

Source: Allegany County Land Bank Corporation

Regional Housing Study:
Local Solutions Themes

Continue or initiate **zoning reforms** to promote housing diversity (in alignment with comprehensive plan updates)

Bridgewater, Dayton, Lexington, Rockbridge, Buena Vista, Highland, Harrisonburg

Take advantage of EDAs to **strengthen housing–jobs connection** and expand housing options for the critical workforce

Rockingham, Augusta, Staunton, Highland, Bath, Rockbridge

Regional Housing Study:
Local Solutions Themes

Increase efforts to **improve housing quality** by revitalizing vacant homes, improving rental supply, and supporting homeowner rehabs

Mount Crawford, Broadway, Waynesboro, Glasgow, Highland, Staunton, Lexington

Create **incentives for affordable homes** via zoning tools, tax breaks, and local financing

Buena Vista, Lexington, Staunton, Harrisonburg, Waynesboro

Regional Housing Study:
Local Solutions Themes

Conduct **housing outreach efforts** to property owners, developers, and general public to expand awareness and understanding

Bath, Augusta, Staunton

Create **new development opportunities** by leveraging state funds for community enhancements, infrastructure expansion, site plans, etc.

Bath, Buena Vista, Lexington, Glasgow

Q&A

Thank you

Jeremy Crute
Director of Planning
CSPDC
jeremy@cspdc.org

Chris McNamara
Strategic Housing Officer-Economic Development
Virginia Housing
Chris.McNamara@VirginiaHousing.com

Mel Jones
Co-Director
Virginia Center for Housing Research
mel.jones@vt.edu

Jonathan Knopf
Executive Director for Programs
Housing*Forward* Virginia
jonathan@housingforwardva.org

